

# Frederick County, MD

Analytic Summary FCG website - Date range: September 2018

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## All Websites dashboard

WEBSITE	VISITS	ACTIONS	PAGEVIEWS	REVENUE	CONVERSIONS	ECOMMERCE	PRODUCT
						ORDERS	REVENUE
Frederick County, MD	130,521	357,181	227,371	\$ 0	0	0	\$ 0
Frederick County Parks and Recreation, MD	18,577	49,334	35,760	\$ 0	0	0	\$ 0
Frederick County Health Department, MD	10,341	28,325	17,460	\$ 0	0	0	\$ 0

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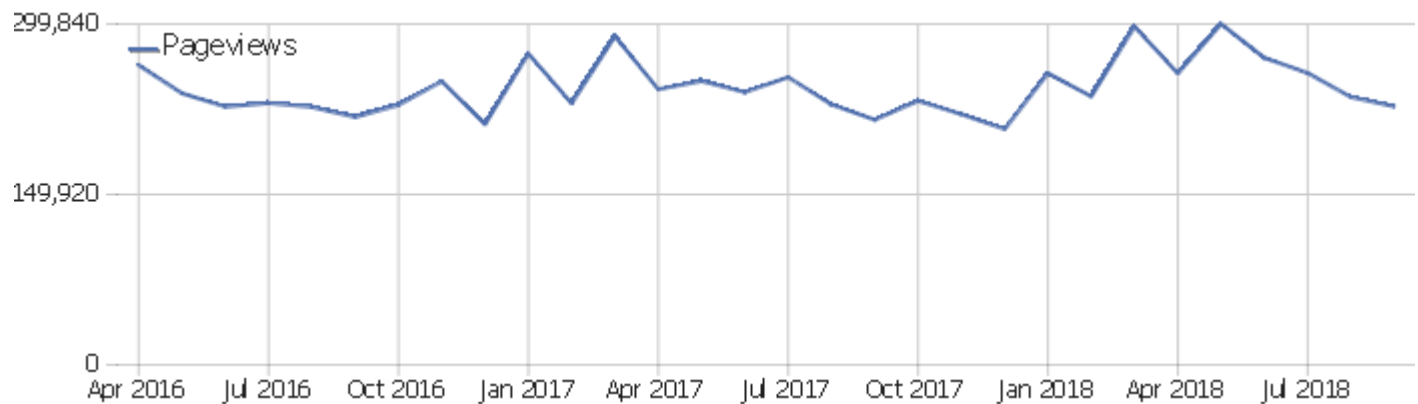
## Visits Summary



NAME	VALUE
Unique visitors	104,915
Visits	130,521
Actions	357,181
Maximum actions in one visit	1,292
Actions per Visit	2.7
Avg. Visit Duration (in seconds)	00:02:56
Bounce Rate	57%

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## Actions - Main metrics



NAME	VALUE
Pageviews	227,371
Unique Pageviews	150,913
Downloads	81,912
Unique Downloads	74,544
Outlinks	40,981
Unique Outlinks	33,913
Searches	6,917
Unique Keywords	1,836
Avg. generation time	0.61s

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## Page URLs

PAGE URL	PAGEVIEWS	UNIQUE PAGEVIEWS	AVG. TIME ON PAGE	BOUNCE RATE	EXIT RATE	AVG. GENERATION TIME
<a href="#">/index</a>	40,796	11,699	00:01:45	37%	45%	0.35s
141	11,745	8,032	00:00:26	28%	32%	0.55s
5052	9,004	7,843	00:00:38	63%	68%	0.8s
15	5,692	4,538	00:00:44	25%	32%	0.76s
1372	5,260	4,117	00:00:31	13%	16%	0.62s
114	3,785	3,367	00:00:37	23%	22%	0.76s
1764	2,791	2,302	00:00:55	68%	72%	0.69s
199	2,682	2,144	00:01:06	78%	87%	1.08s
677	2,890	2,076	00:01:06	48%	53%	0.71s
1116	2,467	2,007	00:00:47	66%	67%	0.69s
2532	2,584	1,780	00:00:38	21%	22%	0.5s
5451	1,988	1,618	00:01:13	52%	50%	0.65s
99	2,260	1,584	00:00:56	26%	26%	0.66s

PAGE URL	PAGEVIEWS	UNIQUE PAGEVIEWS	AVG. TIME ON PAGE	BOUNCE RATE	EXIT RATE	AVG. GENERATION TIME
69	1,946	1,536	00:00:38	23%	27%	0.55s
105	2,303	1,516	00:00:49	26%	31%	0.71s
/onlinemaps	1,889	1,443	00:00:57	25%	20%	0.61s
3447	1,746	1,440	00:00:42	70%	78%	0.75s
529	1,704	1,340	00:00:41	27%	38%	0.66s
2027	1,909	1,309	00:00:50	25%	33%	0.62s
24	3,368	1,297	00:03:02	32%	45%	0.33s
4964	1,523	1,289	00:01:24	77%	78%	0.67s
106	1,513	1,153	00:00:47	40%	37%	0.65s
207	1,471	1,095	00:01:01	47%	35%	0.74s
Others	114,055	84,388	00:01:04	53%	43%	0.68s

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## Page titles

PAGE NAME	PAGEVIEWS	UNIQUE PAGEVIEWS	AVG. TIME ON PAGE	BOUNCE RATE	EXIT RATE	AVG. GENERATION TIME
Frederick County MD - Official Website   Official Website	40,923	11,723	00:01:47	37%	46%	0.36s
Frederick County MD - Official Website	15,282	8,362	00:01:09	66%	64%	0.84s
Job Opportunities   Frederick County MD - Official Website	12,094	8,061	00:01:24	27%	89%	0.55s
Roads Closed   Frederick County MD - Official Website	9,000	7,837	00:00:55	63%	96%	0.8s
Animal Control   Frederick County MD - Official Website	5,692	4,538	00:01:09	25%	65%	0.76s

PAGE NAME	PAGEVIEWS	UNIQUE	AVG. TIME	BOUNCE	EXIT	AVG.
		PAGEVIEWS	ON PAGE	RATE	RATE	GENERATION
						TIME
Online Bill Inquiries and Payment Services   Frederick County MD - Official Website	5,271	4,118	00:01:27	13%	89%	0.62s
Adopt   Frederick County MD - Official Website	3,785	3,367	00:01:36	23%	87%	0.76s
Online Mapping Applications   Frederick County MD - Official Website	3,878	2,928	00:02:17	43%	74%	0.63s
Recycling Information   Frederick County MD - Official Website	2,791	2,302	00:00:55	68%	72%	0.69s
TransIT Connector Routes & Schedules   Frederick County MD - Official Website	2,681	2,143	00:01:06	78%	87%	1.08s
Sheriff 's Office   Frederick County MD - Official Website	2,887	2,075	00:01:08	48%	54%	0.72s
Current Solicitations   Frederick County MD - Official Website	2,465	2,004	00:01:22	66%	83%	0.69s
Permit & Project Status   Frederick County MD - Official Website	2,584	1,780	00:01:37	21%	70%	0.5s
Permits & Inspections   Frederick County MD - Official Website	2,260	1,584	00:00:56	26%	26%	0.66s
Treasury   Frederick County MD - Official Website	1,946	1,536	00:01:11	23%	56%	0.55s
TransIT   Frederick County MD - Official Website	2,303	1,512	00:00:54	26%	34%	0.71s
Curbside Collection Schedule   Frederick County MD - Official Website	1,746	1,440	00:00:42	70%	78%	0.75s
Landfill Information   Frederick County MD - Official Website	1,702	1,339	00:00:41	27%	37%	0.66s
Courts   Frederick County MD - Official Website	1,909	1,309	00:01:11	25%	52%	0.62s

PAGE NAME	PAGEVIEWS	UNIQUE	AVG. TIME	BOUNCE	EXIT	AVG.
		PAGEVIEWS	ON PAGE	RATE	RATE	GENERATION
						TIME
Division of Fire & Rescue Services (DFRS)   Frederick County MD - Official Website	3,368	1,297	00:03:05	32%	47%	0.33s
Circuit Court Docket   Frederick County MD - Official Website	1,523	1,289	00:01:25	77%	80%	0.67s
Utilities & Solid Waste Management   Frederick County MD - Official Website	1,513	1,153	00:00:49	40%	38%	0.65s
TransIT Routes & Schedule Information   Frederick County MD - Official Website	1,470	1,094	00:01:02	47%	36%	0.74s
Others	98,296	72,271	00:01:15	51%	50%	0.65s

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## Site Search Keywords

KEYWORD	SEARCHES	SEARCH RESULTS	PAGES	% SEARCH	EXITS
permits	27	1.2		33%	
jobs	26	1		8%	
marriage	22	1.2		45%	
road closures	20	1.3		5%	
taxes	17	1.2		18%	
recycling	16	1.3		13%	
inmate search	15	1.3		40%	
marriage license	15	1.3		27%	
real property tax bill	15	1.1		73%	
zoning	15	1.2		7%	
forms	14	1.4		0%	

KEYWORD	SEARCHES	SEARCH RESULTS PAGES	% SEARCH EXITS
household hazardous wastes	14	1.2	36%
mattress	14	1.1	43%
real estate tax bill	13	1.4	85%
divorce	12	1.1	33%
docket	11	1.2	82%
dogs	11	1.5	45%
gis	11	1.6	9%
trash removal	11	1.3	27%
job opportunities	10	1.3	0%
staff directory	10	1.1	0%
employment	9	1.1	0%
hours	9	1	44%
Others	5,146	604.8	29%

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## Search Keywords with No Results

There is no data for this report.

## Search Categories

There is no data for this report.

## Keywords

KEYWORD	VISITS	ACTIONS PER		AVG. TIME ON	BOUNCE	
		ACTIONS		WEBSITE	RATE	REVENUE
		VISIT				
Keyword not defined	48,827	131,866	2.7	00:02:24	43%	\$ 0
frederick county animal shelter	46	100	2.2	00:01:15	28%	\$ 0

KEYWORD	VISITS	ACTIONS PER		AVG. TIME ON	BOUNCE	
		ACTIONS			REVENUE	
		VISIT	WEBSITE		RATE	
frederick animal shelter	33	103	3.1	00:02:12	18%	\$ 0
frederick county government	30	130	4.3	00:05:41	17%	\$ 0
frederick county sheriff's office	28	88	3.1	00:01:51	36%	\$ 0
frederick county	24	128	5.3	00:06:29	8%	\$ 0
frederick county detention center	24	100	4.2	00:05:39	29%	\$ 0
frederick county animal control	23	49	2.1	00:03:04	39%	\$ 0
frederick county gis	21	55	2.6	00:00:55	33%	\$ 0
frederick county md jobs	21	53	2.5	00:02:56	10%	\$ 0
frederick county permits and inspections	18	86	4.8	00:04:31	22%	\$ 0
frederick county md tax collector	16	39	2.4	00:00:37	0%	\$ 0
frederick county road closures	15	22	1.5	00:00:22	53%	\$ 0
frederick county sheriff's office maryland	15	54	3.6	00:01:49	20%	\$ 0
frederick county permits	14	38	2.7	00:02:12	0%	\$ 0
frederick county recycling schedule	14	23	1.6	00:00:50	71%	\$ 0
frederick county at a glance	13	29	2.2	00:02:04	23%	\$ 0
frederick county building permits	13	44	3.4	00:01:58	23%	\$ 0
frederick county md permits	13	59	4.5	00:08:26	23%	\$ 0
frederick county water and sewer	13	32	2.5	00:00:36	38%	\$ 0
frederick county animal control frederick md	11	33	3	00:05:38	9%	\$ 0
frederick county fire and rescue	11	42	3.8	00:02:12	18%	\$ 0
frederick county government jobs	11	28	2.5	00:00:22	0%	\$ 0
Others	2,874	9,343	3.3	00:03:11	38%	\$ 0

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# Websites

WEBSITE	VISITS	ACTIONS PER		AVG. TIME ON	BOUNCE	REVENUE
		ACTIONS	VISIT			
m.facebook.com	3,318	4,429	1.3	00:00:33	77%	\$ 0
192.0.2.1	1,884	3,203	1.7	00:05:12	78%	\$ 0
<a href="http://www.washingtonpost.com">www.washingtonpost.com</a>	677	1,035	1.5	00:00:25	58%	\$ 0
<a href="http://www.facebook.com">www.facebook.com</a>	458	774	1.7	00:00:58	58%	\$ 0
<a href="http://www.fchs.org">www.fchs.org</a>	429	1,071	2.5	00:01:47	21%	\$ 0
webmaps.frederickcountymd.gov	281	1,388	4.9	00:08:03	23%	\$ 0
lm.facebook.com	242	353	1.5	00:00:47	69%	\$ 0
fcg	200	4,515	22.6	00:38:49	5%	\$ 0
l.facebook.com	197	463	2.4	00:01:18	41%	\$ 0
<a href="http://www.cityoffrederick.com">www.cityoffrederick.com</a>	169	425	2.5	00:02:24	55%	\$ 0
com.google.android.gm	156	303	1.9	00:01:44	61%	\$ 0
r.search.aol.com	134	489	3.6	00:04:02	34%	\$ 0
t.co	122	198	1.6	00:01:10	73%	\$ 0
health.frederickcountymd.gov	91	173	1.9	00:01:22	54%	\$ 0
<a href="http://www.velocitypayment.com">www.velocitypayment.com</a>	91	130	1.4	00:00:28	78%	\$ 0
hansendp.frederickcountymd.gov	88	358	4.1	00:01:54	19%	\$ 0
publicrecords.netronline.com	78	214	2.7	00:02:05	26%	\$ 0
search.xfinity.com	74	224	3	00:03:19	34%	\$ 0
brunswickmd.gov	64	94	1.5	00:00:39	75%	\$ 0
search.myway.com	62	223	3.6	00:03:04	35%	\$ 0
md-frederickcountyhealth.civicplus.com	56	128	2.3	00:01:22	20%	\$ 0
<a href="http://www.maryland.gov">www.maryland.gov</a>	54	144	2.7	00:02:05	44%	\$ 0
<a href="http://www.linkedin.com">www.linkedin.com</a>	48	66	1.4	00:00:11	67%	\$ 0
Others	1,438	3,444	2.4	00:02:08	51%	\$ 0















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# Country

COUNTRY	VISITS	ACTIONS	ACTIONS PER VISIT	AVG. TIME ON WEBSITE	BOUNCE RATE	REVENUE
 United States	126,049	345,670	2.7	00:02:48	57%	\$ 0
 India	990	1,960	2	00:01:35	51%	\$ 0
 Germany	871	5,228	6	00:28:08	79%	\$ 0
 Canada	307	845	2.8	00:02:11	65%	\$ 0
 Philippines	276	446	1.6	00:00:56	75%	\$ 0
 Denmark	196	344	1.8	00:05:03	63%	\$ 0
 Ireland	163	230	1.4	00:01:26	90%	\$ 0
 France	160	201	1.3	00:00:31	88%	\$ 0
 United Kingdom	129	178	1.4	00:00:35	81%	\$ 0
 South Africa	105	164	1.6	00:00:39	78%	\$ 0
 Russia	65	85	1.3	00:00:28	92%	\$ 0
 China	64	73	1.1	00:00:13	86%	\$ 0
 Australia	60	83	1.4	00:00:58	82%	\$ 0
 Netherlands	50	133	2.7	00:02:26	62%	\$ 0
 Nigeria	43	47	1.1	00:00:26	93%	\$ 0
 Pakistan	43	79	1.8	00:00:43	67%	\$ 0
 Sweden	37	82	2.2	00:00:22	46%	\$ 0
 South Korea	36	56	1.6	00:00:48	69%	\$ 0
 Ukraine	35	43	1.2	00:00:12	89%	\$ 0
 Italy	32	54	1.7	00:01:05	72%	\$ 0
 Unknown	32	43	1.3	00:01:25	72%	\$ 0
 Finland	25	29	1.2	00:00:09	88%	\$ 0
 Malaysia	25	26	1	00:00:12	96%	\$ 0
Others	728	1,082	1.5	00:00:41	80%	\$ 0

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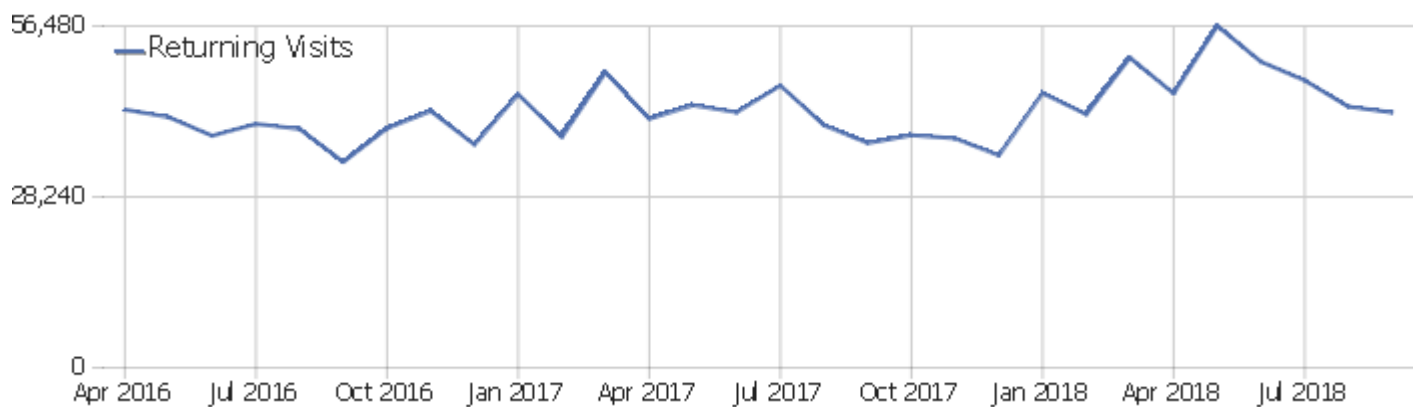
# City

CITY	VISITS	ACTIONS	ACTIONS PER	AVG. TIME ON	BOUNCE	REVENUE
			VISIT	WEBSITE	RATE	
 Frederick, Maryland, United States	29,501	112,476	3.8	00:05:12	57%	\$ 0
 Washington, District of Columbia, United States	14,825	29,099	2	00:01:36	62%	\$ 0
 Unknown	8,603	26,114	3	00:03:39	55%	\$ 0
 Alexandria, Virginia, United States	5,027	8,992	1.8	00:01:24	66%	\$ 0
 New Market, Maryland, United States	4,030	8,639	2.1	00:01:51	57%	\$ 0
 Philadelphia, Pennsylvania, United States	3,872	7,012	1.8	00:01:22	65%	\$ 0
 Hagerstown, Maryland, United States	3,263	7,497	2.3	00:01:48	53%	\$ 0
 Silver Spring, Maryland, United States	2,967	6,250	2.1	00:01:49	57%	\$ 0
 Mount Airy, Maryland, United States	2,263	4,865	2.1	00:01:42	59%	\$ 0
 Walkersville, Maryland, United States	2,174	4,918	2.3	00:02:02	55%	\$ 0
 Baltimore, Maryland, United States	2,121	5,172	2.4	00:02:24	49%	\$ 0
 Thurmont, Maryland, United States	2,025	4,413	2.2	00:01:48	56%	\$ 0
 Middletown, Maryland, United States	1,995	4,198	2.1	00:01:51	57%	\$ 0
 Brunswick, Maryland, United States	1,716	3,840	2.2	00:01:50	55%	\$ 0
 Gaithersburg, Maryland, United States	1,455	3,657	2.5	00:02:11	49%	\$ 0
 Jefferson, Maryland, United States	1,133	2,596	2.3	00:02:03	58%	\$ 0
 Rockville, Maryland, United States	978	2,306	2.4	00:02:09	53%	\$ 0

CITY	VISITS	ACTIONS	ACTIONS PER	AVG. TIME ON	BOUNCE	REVENUE
			VISIT	WEBSITE	RATE	
 Ashburn, Virginia, United States	971	14,328	14.8	00:03:44	72%	\$ 0
 Westminster, Maryland, United States	960	1,987	2.1	00:01:46	55%	\$ 0
 Germantown, Maryland, United States	862	1,911	2.2	00:02:00	54%	\$ 0
 Hyattsville, Maryland, United States	720	1,868	2.6	00:03:05	51%	\$ 0
 Bethesda, Maryland, United States	639	1,548	2.4	00:02:03	47%	\$ 0
 Sykesville, Maryland, United States	617	1,230	2	00:01:30	58%	\$ 0
Others	37,804	92,265	2.4	00:02:39	56%	\$ 0

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## Returning Visits









NAME	VALUE
Unique returning visitors	23,370
Returning Users	0
Returning Visits	42,196
Actions by Returning Visits	152,184
Maximum actions in one returning visit	1,205

NAME	VALUE
Bounce Rate for Returning Visits	46%
Avg. Actions per Returning Visit	3.6
Avg. Duration of a Returning Visit (in sec)	00:04:13

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## Device type

DEVICE TYPE	VISITS	ACTIONS PER		AVG. TIME ON	BOUNCE	CONVERSION
		ACTIONS				
		VISIT	WEBSITE			
 Desktop	60,215	234,696	3.9	00:04:45	45%	0%
 Smartphone	59,507	100,756	1.7	00:01:18	69%	0%
 Tablet	9,035	19,096	2.1	00:02:02	59%	0%
Unknown	1,128	1,705	1.5	00:00:43	77%	0%
 Phablet	598	865	1.4	00:01:10	79%	0%
Portable media player	31	46	1.5	00:01:05	84%	0%
 Tv	5	14	2.8	00:02:43	20%	0%
 Console	2	3	1.5	00:00:40	50%	0%

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